MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

DBS5028 – E-COMMERCE

(For Diploma in IT students only)

18 October 2019
3:00 p.m. – 5:00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **4 pages**.
2. Answer **ALL** questions in **Section A** in the **OMR Sheet**.
3. Answer **ALL** questions in **Section B** in the **Answer Booklet**.

Section A: 10 Multiple Choice Questions (10 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1. Which of the following is an example of a B2C transaction?
   A. A government agency buys computers from Lenovo.com.
   B. PC World buys computers from Lenovo.
   C. A consumer buys a laptop from Lenovo.com.
   D. A consumer buys a Lenovo laptop from his course mate.

2. All of the following are examples of partial e-commerce **EXCEPT** _____.
   A. buying a puzzle game on google play store
   B. bidding an antique watch on lelong.my
   C. sale of toys on shopee.com
   D. ordering spicy chicken at kfc in tesco mall

3. What is an online marketplace?
   A. An internal corporate network that connect the company with its employees and suppliers.
   B. A single company's website that sells product and services directly to its customers.
   C. An information portal that provides access to business information located inside and outside of organisations.
   D. A website in which multiple buyers and sellers exchange goods or services.

4. A _____ searches a large number of online stores for a specific product and enables consumers to make price comparisons on a single web page.
   A. search engine
   B. shoptbot
   C. shopping portal
   D. live chat software

5. Which of the following is an example of reintermediation?
   A. eBay allows many buyers entertain bids from one seller directly from its auction site.
   B. Dell sells computers directly to businesses on its website.
   C. Digi offers broadband plans directly to both businesses and customers on its website.
   D. AirAsia sells flight tickets directly to customers on its website.

6. Learning, training, and knowledge sharing in Facebook and Microsoft Teams is known as _____.
   A. learning on-demand
   B. visual interactive simulation
   C. learning in virtual world
   D. social learning

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7. A(n) _____ enables suppliers to offer products and services, submits tender proposals, and make payments to the government via the Internet.
   A. e-filling system
   B. automated question/answer (QA) system
   C. e-procurement system
   D. vendor-managed inventory system

8. All of the following are advantages of e-learning **EXCEPT** _____.
   A. interesting multimedia learning materials
   B. physical face-to-face interaction
   C. flexible time, location and schedule
   D. less fearful learning environment

9. All of the following are location-commerce infrastructure **EXCEPT** _____.
   A. mobile device
   B. communication network
   C. content provider
   D. office space

10. "Also known as collective buying which offers products and services at significantly reduced prices on the condition that a minimum number of buyers make the purchase."
    The above statement **BEST** describes which social shopping model?
    A. Facebook commerce
    B. Group buying
    C. Location-based commerce
    D. Shopping via Twitter

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Section B: 4 Structured Questions (40 marks)

*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

Hannah plans to do business online, selling second-hand clothes. She is not sure of how to start her business and how to make money online. She is also concerned if she would benefit from the online business and if customers would be comfortable buying online.

a) Explain **TWO** types of e-commerce organisations that Hannah can consider. List **TWO** examples for each. (3 marks)

b) Describe **TWO** e-commerce revenue models that Hannah can consider. List **TWO** examples of websites for each model. (4 marks)

c) Briefly describe **THREE** advantages and **THREE** limitations of e-commerce. (3 marks)

[TOTAL 10 MARKS]

Question 2

Jeff owns a physical shop that sells musical instruments. He is considering to venture into e-commerce.

a) Describe **FOUR** e-commerce activities and features that Jeff can offer to customers online. (4 marks)

b) Describe **THREE** e-commerce business models that Jeff can undertake. List **TWO** examples of website for each model. (6 marks)

[TOTAL 10 MARKS]

Question 3

a) Describe **TWO** benefits for each of the following electronic retailing services. List **TWO** examples of websites for each. (6 marks)
   i. Job market
   ii. Travel
   iii. Banking

b) Describe **TWO** Government to Citizen (G2C) e-commerce services. List **TWO** examples of websites for each. (4 marks)

[TOTAL 10 MARKS]

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Question 4

You are currently operating a bakery business at Bukit Beruang, Melaka. You plan to expand your existing business via mobile commerce and social commerce.

a) Explain the difference between mobile commerce and social commerce. (2 marks)

b) What is location-based mobile commerce? Describe **THREE** benefits of location-based mobile commerce. (4 marks)

c) Describe **FOUR** ways how social commerce can help you increase customer satisfaction. (4 marks)

[TOTAL 10 MARKS]

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